

substance of medicinal utility, in which case the first container 1 may be a medicine bottle. The label 2 of FIG. 1A is in a retracted position, wherein the portion of the label 2 including information (e.g., textual information) is not visible to an external viewer. The label 2 of FIG. 1B is in an extended position, wherein the information is visible to the viewer. The label 2, as illustrated, includes a tab 4 that enables a user to extend the label 2 away from the first container 1 and retract it toward the first container 1 when the tab 4 is released. This advantageously provides a user the ability to expose information in a single step, which is in contrast to prior art label systems that require two or more steps. In some embodiments, the label 2 does not contain a tab 4. In the illustrated embodiment, the label 2 includes textual information. It will be appreciated, however, that the label 2 may include graphical information in addition to (or in place of) the textual information.

**[0030]** FIG. 1C is a cross sectional top-down view of the first container 1. In the illustrated embodiment, a circumferential wall 5 of the first container 1 is thicker in some areas than others, with the circumferential wall 5 defining at least a portion of the first container 1. Portions of the circumferential wall 5 define a second container 7, the second container 7 being disposed at the periphery of the first container 1 (i.e., the second container 7 is at the periphery of a space 9 enclosed by the circumferential wall 5 of the first container 1). With reference to FIG. 1C, the container 7 is at the periphery of the space 9. In preferred embodiments, the container 7 is laterally disposed in relation to the space 9. In preferred embodiments, the container 7 is at the periphery. In the illustrated embodiment, portions of the wall 5 that define the second container 7 are not of uniform thickness, i.e., thicker portions 6 of the circumferential wall 5 partially define the second container 7. However, it will be appreciated that portions of the wall 5 that define the second container 7 can have uniform thicknesses.

**[0031]** The second container 7 houses (or stores) the label 2. In the illustrated embodiment (FIGS. 1A and 1C), the label 2 is wound around itself in the retracted position. However, it will be appreciated that the label 2 need not be wound around itself in the retracted position.

**[0032]** With continued reference to FIG. 1C, the first container 1 is separated from the second container 7—the label 2 cannot come in contact with any material in the first container 1. In other embodiments (not shown), the first container 1 and second container 7 are in communication with one another through an opening formed in a portion of the wall 5 disposed between the first container 1 and the second container 7. In some embodiments, this provides the capability of storing at least a portion of the label 2 in the first container 1. In other embodiments, this provides a means of storing a retracting mechanism (e.g., spring, rubber band, motor) in the first container 1 and attaching it to the label 2 through the opening.

**[0033]** With reference to FIGS. 1B and 1C, the second container 7 is cylindrical and oriented vertically (i.e., along an axis that is perpendicular to a top surface of the cap 3) with respect to the first container 1. Preferably, the second container 7 is disposed at the periphery of the first container 1, more preferably, the second container 7 is laterally disposed in relation to the first container 1. In the illustrated embodiment, the second container 7 is smaller than the first container 1. It will be appreciated, however, that the second container 7 may be of the same size or larger than the first container 1.

**[0034]** With reference to FIG. 1C, the label 2 extends out of the second container 7 (or away from the first container 1) and

retracts back to the second container 7 (or toward the first container 1) through an opening 8 in the second container 7. In the illustrated embodiment, the opening 8 is defined by the thicker portions 6 of the circumferential wall 5.

**[0035]** In preferred embodiments, the opening 8 is of any shape, size and dimension. In one embodiment, the opening 8 is a slit that runs parallel (i.e., along an axis that is perpendicular to the top surface of the cap 3) to the second container 7. In some embodiments, the opening 8 is sized so as to permit the label 2 to extend and retract unimpeded. In one embodiment, the opening is a slit with a width that is smaller than a width of the label.

**[0036]** It will be appreciated that the second container 7 may be of any shape, size and orientation. As an example, the second container 7 may be box like. As another example, the second container 7 may be cylindrical but oriented horizontally (i.e., along an axis that is parallel to the top surface of the cap 3) with respect to the first container 1.

**[0037]** In some embodiments (not shown), the second container 7 may include a wall that is separate from the wall 5 defining the first container 1, and the first container 1 and second container 7 may be attached to one another using, e.g., a glue, such as an epoxy resin.

**[0038]** In a preferred embodiment, a user can extend the label 2 out of the second container 7 by pulling on the tab 4. When the user releases the tab 4, the label is retracted back to the second container 7. In some embodiments, the label 2 is retracted by a spring (e.g., spring loaded mechanism) or an elastic member (e.g., rubber band) disposed in the second container 7, at a location external to the second container 7, or at a location shared by both the first container 1 and second container 7. In other embodiments, the label 2 is extended and retracted by means of a motorized mechanism (also “motor” herein). In one embodiment, the motor is disposed in the second container 7. In another embodiment, the motor is not disposed in the second container 7. The motor extends the label 2 without the user having to exert any pulling motion. Additionally, the motor is configured to retract the label 2.

**[0039]** With reference to FIG. 2A-2C, a label system comprising a cap having a retractable label is shown. FIGS. 2A and 2B show a container 10 having a conventional label 11 (e.g., non-retractable label that is attached to an outer surface of the container 10) and a cap 12 comprising a retractable label 13. The retractable label 13 includes a tab 14 that can enable a user to extend the label 13 away from the cap 12 and retract it back toward the cap 12 when released. While the container 10 comprises a conventional label 11, it will be appreciated that the label 11 may be a retractable label, such as the retractable label discussed in the context of FIGS. 1A-1C.

**[0040]** In the illustrated embodiment of FIGS. 2A and 2B, the container 10 is a cylindrical bottle containing material 15 of medicinal utility (e.g., aspirin). However, it will be appreciated that the container 10 may be of any shape and dimension, and may be configured to contain any substance (e.g., food, volatile gas, liquid, etc.).

**[0041]** FIG. 2C is a cross sectional, top-down view of the cap 12 of FIG. 2A with the label 13 in a retracted position. In the illustrated embodiment, the cap 12 is defined at least in part by a circumferential wall 16 that is thicker in some areas than others. Portions of the circumferential wall 16 define a container 17. In the illustrated embodiment, portions of the circumferential wall 16 that define the cap 12 are not of uniform thickness, i.e., thicker portions 18 of the circumfer-